



**CITY OF SCOTTSDALE  
SCOTTSDALE WESTWORLD SUBCOMMITTEE  
REGULAR MEETING**

**Friday, September 15, 2017**

**Scottsdale City Hall  
Kiva Conference Room  
3939 Drinkwater Boulevard  
Scottsdale, Arizona  
DRAFT MINUTES**

**PRESENT:** Mayor W.J. "Jim" Lane, Chair  
Suzanne Klapp, Vice Mayor  
Guy Phillips, Councilman

**STAFF:** Brian Dygert, General Manager, WestWorld  
Brent Stockwell, Assistant City Manager  
Gloria Storms-Ruiz, Business Manager, WestWorld  
Terri Wilson, Bureau of Reclamation  
Daniel Worth, Public Works Director  
Bill Hylan, Sr. Assistant City Attorney II  
Steve Geiogamah, Tourism Development Manager  
Anna Leyva, Senior Project Manager  
Jim Thompson, City Manager

**Call to Order/Roll Call**

Noting the presence of a quorum, Mayor Lane called the regular meeting of the Scottsdale WestWorld Subcommittee to order at 4:03 p.m.

**1. Approval of March 2, 2017 Minutes**

**COUNCILMAN PHILLIPS MOVED TO APPROVE THE MINUTES OF THE MARCH 2, 2017 REGULAR MEETING AS AMENDED. VICE MAYOR KLAPP SECONDED. THE MOTION CARRIED BY A UNANIMOUS VOTE OF THREE (3) TO ZERO (0).**

**2. Discussion, Discussion and Possible Direction to Staff Regarding Capital Improvement Requests to Pave G Lot and Purchase Portable RV Pedestals**

Brian Dygert, General Manager, WestWorld listed the items for discussion:

- Pave G Lot including curb on the north side of H Lot
- Relocate two 800 amp electric service components
- Purchase electric and water equipment for 126 more RV moveable units

Pave G Lot:

Currently a dirt lot with RV pedestals. Used for auction cars (Barrett-Jackson), RVs and horses (portable stalls, day hauling lot). The project budget is \$530,000. To clarify, the budget amount is actually closer to \$450,000, as the budget includes \$80,000 for rubber matting. This is needed for horses stalls in the space once the lot is paved. Lot G also includes revisions to the curb on the north end of H Lot. There is also \$12,000 for contract labor. Barrett-Jackson has signed a commitment for \$200,000 in funding for G Lot. With this considered, WestWorld will be seeking total funding of \$330,000 as one-time expense through the bed tax.

Mayor Lane sought clarification that the \$12,000 for contract labor was over and above the annual operating costs related to the matting. Mr. Dygert said this will have to be adjusted in the General Fund so that he can hire contract labor when necessary.

Relocate two 800 amp electric service components:

There are two staged tents that attach to the City tent. These “200 wide” tents belong to Barrett-Jackson. Barrett-Jackson has purchased more tents and plans to extend the “200 wide” more to the east. As the two 800 amp electric services components are directly in the way, they must be moved. The cost is \$160,00, which will be requested from Tourism funds. Mr. Dygert provided a logistical explanation for the existing tents and the planned additional tents.

Purchase electric and water equipment for 126 more RV moveable units:

F lot is set up with 78 temporary RV pedestals. The request would involve the purchase of 126 more, so that WestWorld can do even more than the six major sold out events, including attracting a major event in the summer. Tourism funds will be requested from TDC. The supply lines can supplement secondary revenue opportunities with event support.

Mayor Lane asked where the pedestals would be located. Mr. Dygert said they would go to H, D, K or C lot. They can go to a number of locations where there are primary power sources.

Mayor Lane inquired as to the power required for the stables that would be going onto G Lot on the rubber mats. Mr. Dygert said there are currently 21 permanent pedestals. If G Lot is paved, they will remain. A curb piece on the south end will have to be cut out. The major work with G Lot is to complete the asphalt surface.

In response to a question from Mayor Lane, Mr. Dygert said that the funding request will be presented to TDC next Tuesday. Brent Stockwell, Assistant City Manager, said that the goal was to present to the Subcommittee first, then to TDC and then to Council on October 10th. In order to have the process in place in time for the Barrett-Jackson event, staff moved forward the request for proposals, which should be received next week. Firm costs will then be available prior to presentation to Council.

Mayor Lane asked whether the changes are based upon whether the City's tent stays. Jim Thompson, City Manager, said it does not matter in this case, as none of the projects would impact that directly. Mayor Lane commented that there are costs associated with any change in the layout of the City's tent or the absence of it. The mini substations would have to go under any circumstances, given the expanded capacity.

Councilman Phillips noted that G lot has adjacent asphalt and asked whether G lot drops down, as the asphalt is higher. Mr. Dygert said it has a slight south slope.

Councilman Phillips asked about the equestrian area and the order of layering dirt and mat. Mr. Dygert said layering would not take place. A local supply company can produce matting for \$1.53 per square foot. This would be laid down manually and then stalls would be placed over the matting. There would be no dirt. Councilman Phillips asked about the life span for the mats. Mr. Dygert said that because no other customers are using the mats for such mass application, it is difficult to determine the longevity. WestWorld has 936 stalls with rubber mats, but they are only taken out once per year for disinfection and regrading. He provided a physical sample of the mat for inspection. He anticipates that approximately every other year, \$1,000 to \$2,000 will have to be spent on replacement portions.

Councilman Phillips said he was contacted by Parada del Sol with concerns that they might be charged for this in the future. He suggested the possibility of providing a statement to them to indicate that rates will not be raised as a result of the new material. Mr. Dygert stated that there are two standing contracts with the quarter horses and the Arabian horses. WestWorld guarantees to them that it will have 108 pedestals for temporary barns. The solution is not being devised through rates and fees.

Vice Mayor Klapp asked about the potential summer event in terms of length and level of income it would bring to the City. Mr. Dygert said the National High School and Junior High School Rodeo Finals events are two weeks long and run in alternate years in the last week of June and first week of July. The estimated income is difficult to define. There are two components, including direct income to WestWorld (six figures) and indirect income to the City. For a two-week event in July including 3,000 to 6,000 participants/families, there would be direct spending on hotels and other accommodation costs. Vice Mayor Klapp said that in light of this, installing the pedestals is a good idea, as is the electrical upgrades. The paving needs have been discussed previously.

Mayor Lane referred to the \$12,000 per year estimate for installation and pick-up and presumed this is just for the area under the stalls. Mr. Dygert confirmed the assertion.

Mayor Lane discussed possible required maintenance and repairs for the asphalt due to any damage by the barns and horse traffic. He expressed concerns as to whether the asphalt will be sturdy enough for the expected impacts. Mr. Dygert acknowledged that he did not know how to roughly estimate the maintenance costs. Most of the moving of stalls is performed by a third party that works for the Arabian Horse event. Forklifts and other heavy equipment may gouge the asphalt. He noted that the North Hall has not been redone in four years of activity. It has gouges and the area is within a year or two of having to be resurfaced. The North Hall work is anticipated to be more intensive than the proposed asphalt area under discussion here.

Mayor Lane addressed the availability of new events. It was previously presented that events producers seeking venues are most interested in those that include extensive subsidies. Once this work is done and the venue advertised as having met the top criteria, he wondered whether there would still be a requirement to offer such subsidies. Mr. Dygert said the improvements will not overcome the need to offer such subsidies, however it will help WestWorld be better prepared for new events. Mayor Lane said he supports the request and that it is appropriate to invest in the property. However, it will be important to work hard to ensure the recovery of investment. Vice Mayor Klapp agreed that it is important that the problems and solutions are being identified in order to secure additional large events. Councilman Phillips agreed. There was consensus to direct staff to move forward with seeking approvals for these projects. Mr. Stockwell said that after staff presents to the TDC, there will be bid opening costs. This will be included in the Council report and the action item being considered on October 10th.

**3. Presentation, Discussion and Possible Direction to Staff Regarding the Update of the WestWorld Business Plan**

Mr. Stockwell reviewed that the Subcommittee discussed this in November of last year during discussion of the WestWorld master plan item. At that time, staff was asked to perform an operations review and come back with a business case for investment at WestWorld. The Subcommittee also asked staff to take a look at the marketing and event booking plan. Through the budget process, Mr. Thompson said that he included a small amount to perform this work and report back to the Subcommittee. Staff has put together a scope of work for the project. Requests for proposals are being prepared with the report and work scheduled for completion in the February/early March time frame. In response to a question from Mayor Lane, Mr. Stockwell confirmed that this is in conjunction with a review of contract terms and expectations of the property. Mayor Lane commented that it is imperative that this be looked at closely, in terms of what the Subcommittee has just recommended. As investment in the property continues, it is important to ensure an appropriate business plan.

Mr. Thompson said meetings have been held with several groups, including large users and contractual relationships in terms of looking at models and identifying shortcomings. The RV plug-ins would allow the expansion of current programming and create additional revenue streams, including security at additional events. Part of the study involves exploration of partnerships (private/public, et cetera) to operate the facility in the most efficient and effective manner. The question of the tent is not part of this study, however Mr. Thompson intends to provide a recommendation on this within the same time frame.

**Public Comment**

There were no additional public comments.

**Adjournment**

The meeting adjourned at 4:52 p.m.

***Recorded and Transcribed by eScribers.***